EUROPEAN COMMISSION
Education, Audiovisual and Culture Executive Agency

INTRA-AFRICA ACADEMIC MOBILITY SCHEME
CALL FOR PROPOSALS EACEA/07/2020

PRACTICAL INFORMATION

DISSEMINATION AND EXPLOITATION OF RESULTS

EU (co-)funded projects have the responsibility to put emphasis on dissemination and exploitation of results, as they directly contribute to the impact of the programme and to public awareness of their functioning and results. Grant beneficiaries must make themselves familiar with the underlying principles and tools and take them fully into account during the project implementation phase. The following provisions can serve as examples.

Purpose of dissemination and exploitation activities

Significant emphasis is placed on the impact of EU co-financed projects and on ensuring that what they produce will be widely known about and widely used. The results generated, lessons learned and the experience gained by the project should be made available to the widest possible community.

The objective of dissemination and exploitation is to maximise the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels.

Whenever appropriate, projects are encouraged to make the results of available through open licences/open educational resources.

When undertaking dissemination and exploitation activities, it should be kept in mind that many other EU-funded projects and programmes have been implemented before. Beneficiaries are recommended to use existing tools and databases for good practice examples.

What are the project results

The results of the project may be of a diverse nature and consist of concrete (tangible) results as well as skills and personal experiences (intangible results) that both project Coordinators and participants to the activities have acquired. The different categories of results may require different approaches for dissemination and exploitation. For example, tangible results such as 'products' may be easily demonstrated with actual items, graphical representations and samples, whereas intangible results such as 'experiences' may require alternative methods of display such as survey results, interview analysis and accreditation programmes.

How to plan successful dissemination and exploitation

Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority. In planning/updating these activities, the project team should address the following main questions:

- What needs does the project meet?
- What are the expected results?
- Which users will benefit from the project's results?
- To reach these users, in which languages should the products be disseminated?

Key elements of a dissemination and exploitation plan are among others:

- The types of activity – the methods and mechanisms, the languages to be used;
- The resources – people and budget including for translation;
- The timetable;
- The strategy beyond the project's lifetime and beyond the partnership.

How to disseminate and exploit results

In order to reach as many people as possible, it is advisable to translate as many communication materials and project outputs in as many languages as possible. It is recommended to cover all languages of the partnership and English.

There are many different ways to disseminate and exploit results. Beneficiaries could use:

- the relevant platforms made available by the EU;
- project or organisational websites;
- meetings and visits to key stakeholders;
- dedicated discussion opportunities such as information sessions, workshops, seminars, training courses, exhibitions, demonstrations, or peer reviews;
- targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures;
- audiovisual media and products such as radio, TV, video clips, podcasts or apps;
- social media;
- public events;
- project branding and logos;
- existing contacts and networks.

When should dissemination and exploitation activities be carried out

Dissemination and exploitation of results are an integral part of the Intra-Africa Academic Mobility Scheme project throughout its lifetime. Examples of activities at different stages of the project cycle are:

BEFORE the project starts (NB: costs associated to those activities are not considered eligible)

- drafting the dissemination and exploitation plan;
- definition of the expected impact and deliverables;
- consideration of how and to whom dissemination and exploitation outcomes will be disseminated.

DURING the project

- putting in place and maintaining a project website;
- updating the dissemination platform with recent information on the project and results;
- contacting relevant media e.g. at local or regional level;
- conducting regular activities such as information sessions, training, demonstrations, peer reviews;
- assessing the impact on target groups;
- involving other stakeholders in view of transferring results to end users/ new areas/policies;
- involving policy-makers.

AFTER the project (NB: costs associated to those activities are not considered eligible. The following advice is not a contractual obligation, but should be considered as good project practice)

- contacting policy-makers at wider scale;
- continuing further dissemination (as described above);

- developing ideas for future cooperation;
- evaluating achievements and impact;
- contacting relevant media.

How to assess success

The impact assessment is an essential part of the process. It evaluates achievements and generates recommendations for future improvements. Indicators could be used to measure progress towards goals. These are signs that help measuring performance. Indicators can be both quantitative relating to numbers and percentages as well as qualitative relating to the quality of the participation and experience. Questionnaires, interviews, and assessments could also be used to measure the impact. Defining indicators relating to the different project activities should be foreseen at the start of the project and part of the overall dissemination plan. Some examples:

- Facts and figures related to the website of project organisers (updates, visits, consultation, cross referencing);
- Number of meetings with key stakeholders/public authorities;
- Number of participants (institutions and individuals) involved in experimentation, discussions and information sessions (workshops, seminars, peer reviews); follow-up measures;
- Production and circulation of products;
- Media coverage (articles in specialised press newsletters, press releases, interviews, etc.);
- Visibility in the social media;
- Participation in public events;
- Links with existing networks and transnational partners; transfer of information and know-how;
- Impact on regional, national, EU policy measures;
- Feedback from end-users, other stakeholders, peers, policy-makers.

The dissemination and exploitation plan should be regularly reviewed, and if necessary corrective action should be taken in close cooperation and in agreement with the Agency.